

**Regional Support for
Local Economic Development
and Entrepreneurship**

Expanding on COGs Traditional Economic Development Role

Brief History

- * Initiated in 1995 (when BMW was scouting the area)
- * Developed with funding from local, federal and private sources
- * Serves as a research & mapping resource for the designated economic development agency for each county

InfoMentum Suite of Services

- * Suite of Services focuses on supporting economic development in the region
 - * InfoMentum Online
 - * EF Toolkit
 - * Custom Research

Economic Development Information Systems Partnership




InfoMentum Online



- * Exclusive log-in site for investors
- * Research Tool for working projects
- * 44 Different Business Analyst Reports can be generated from any point in the U.S.
- * 24 SC and U.S. map layers
- * 9 Base Maps
- * Easy-to-print site maps with your own logo at the top

Branded Property Search Websites



Property Marketing Websites

User portal enables upload of property information which is searchable via a branded website.



The image shows two screenshots. The left screenshot is a user portal with various input fields and a 'Save' button. The right screenshot is a branded website for 'Mansfield' with a search bar and a map. A yellow arrow points from the user portal to the branded website.

The Entrepreneur Friendly Toolkit

A Planning Program for Supporting and Attracting Small Business Development

What is it?

- * A 7-step, 7-month strategic planning process
- * Goal: support and attract small business development
- * Requires a public-private volunteer task force to meet monthly (recommended: at least 10 members)
- * Produces several practical assets (not just a plan)
- * Can be self led effort

Website: www.EFToolkit.com

Why should my community do it?

Your community will develop:

1. Helps you use local market data to attract business
2. A local business survey (on-line)
3. A "Capital Matrix" directory of \$\$\$ sources for biz
4. A one-page, step-by-step handout for starting a local business (City forms, contacts, etc.)
5. A locally customized Business Resource Guide
6. A Small Business Resource event
7. A long-term "Entrepreneur Friendly" strategic plan

The Process: 1 Full Task Force and 3 Subcommittees work on 4 Concurrent Projects

Month 1 Month 2 Month 3 Month 4 Month 5 Month 6 Month 7

7-Step Strategic Plan (all Task Force members)

Local Business Survey
(Subcommittee, ≥ 3 members)

Local Business Assistance Guide
(Subcommittee, ≥ 3 members)

Local Business Resource Fair
(Subcommittee, ≥ 3 members)

"7 Steps" (topics) of the Planning Process

These seven strategies combine to form...



The Entrepreneur Friendly Action Plan
(automatically generated PDF)

Task Force forms strategy for 7 Steps

Step 6: Marketing and Promotion

Goal #1: Revitalize Downtown.

Supportive Finding: Vacancy is increasing and shopping is down.

Objective: Offset barriers that make downtown a less attractive business location.

Recommended Action: Establish a local façade grant program as a business incentive.

Strategic Partners and Timeline: Mayor/City Council, Chamber of Commerce, Downtown Property Owners. 12 Months.

Simplified Example

Not just another plan

Useful, practical deliverables

- * Strengthened relationships with local stakeholders
- * Strengthened relationships with regional partners (SBDC, COG, SCORE, etc.)
- * Local Business Survey
- * Local Business Assistance Guide
- * Local Business Start-Up Timeline
- * Local/Regional Capital Matrix
- * Local Business Resource Fair Event

SIMPSONVILLE
SMALL BUSINESS RESOURCE GUIDE

Pickens
Business Assistance Guide
More... than just a beautiful view.

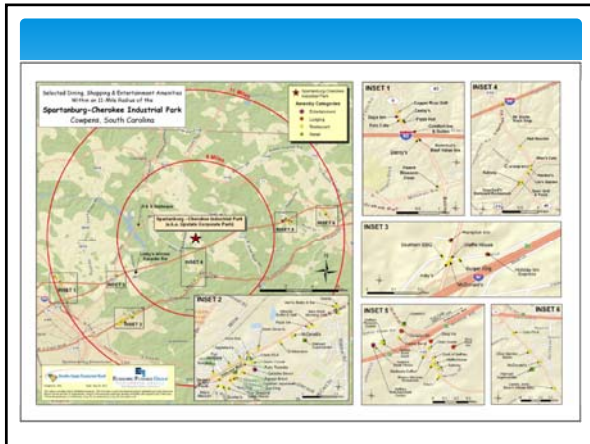
Business START-UP Guide
Oconee County
South Carolina

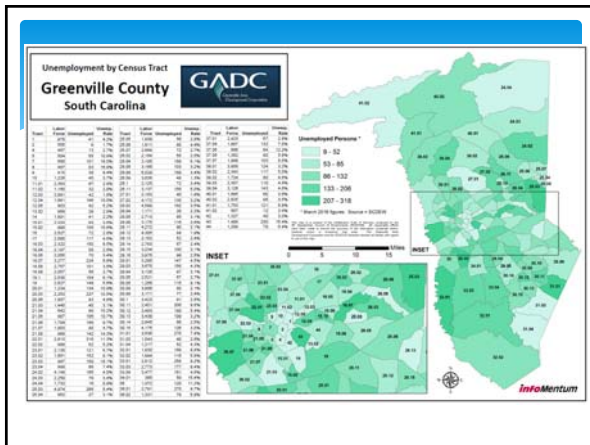
Business Assistance Guides

Small Business Resource Fair

Entrepreneur Friendly Action Plans

Custom Reports





How can this help?

- * Do you have key organizations that fail to work together?
- * Are there barriers to downtown development?
- * Is your community's economic development effort organized?
- * Do you know where to send entrepreneurs to find these resources?
- * If you can't answer these questions we think this will help

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E.F. Toolkit Deliverables

- * Local "Entrepreneur Friendly Action Plan"
- * Custom, Local Business Resource Guide
- * Local/Regional "Capital Matrix"
- * Business Start-Up Timeline for your locality
- * Strategic Action Recommendations

EXAMPLES

- Downtown Master Plan
- Design Overlay Districts
- Incentive Programs
- Local Incubator Initiative
